

Amendments to the Claims:

This listing of claims replaces all prior versions, and listings, of claims in the application.

Listing of Claims:

1. (currently amended) A computer-implemented method, comprising:

~~storing, in a searchable database,~~ content data sets representing printed items from publications respectively printed by a plurality of respective publishers, where each of the content data set sets includes ~~including~~ text from at least one of the printed items[[],];

~~wherein storing data sets representing printed items includes storing~~
advertisement data sets representing advertisements printed with the printed items, where the advertisement data sets are different from the content data sets;

storing an index representing information included in a plurality of web documents;

receiving a search query;

identifying one or more relevant web documents and one or more relevant printed items based on a search of the index and the content data sets using the search query;

~~searching the index for web documents, the search being based on the search query;~~

~~searching the data sets in the searchable database for data sets representing printed items, the search being based on the search query; and~~

identifying one or more advertisement data sets representing advertisements printed with the relevant printed items;

generating an integrated ranked listing comprising at least one characterization of at least one of the relevant web documents and at least one characterization of at least one of the relevant printed items; and

for said at least one of the relevant printed items, providing at least one of: an electronic reference for accessing further information, or a link to information about a product represented in one of the advertisements represented in the identified one or more advertisement data sets.

2. (currently amended) The method of claim 1, wherein the printed items, that are represented by the stored content data sets in the searchable database, are comprise copyrighted printed items.

3. (currently amended) The method of claim 2, further ~~including~~ comprising:

executing a permission protocol in which the publisher provides authorization to provide that permits the search engine to display more additional text from said at least one of the relevant printed items.

4. (canceled)

5. (currently amended) The method of claim 1, wherein storing the advertisement data sets representing the advertisements includes further comprises:

storing information for linking to information about a product represented in one of the advertisements.

6. (currently amended) The method of claim 1, wherein storing the advertisement data sets ~~representing the advertisements~~ includes further comprises:

storing ~~information~~ data related to for displaying ~~presenting~~ information about a product represented in one of the advertisements.

7. (currently amended) The method of claim 1, wherein storing the advertisement data sets ~~representing the advertisements~~ includes further comprises:

storing information directing a search engine to update advertisement information for at least one of the relevant printed items.

8. (currently amended) The method of claim 1, wherein ~~returning~~ the at least one characterization of at least one of the relevant printed items further comprises ~~includes~~ ~~returning information~~ data from [[a]] at least one of the advertisement data [[set]] sets representing [[an]] at least one advertisement for said ~~printed with the~~ at least one of the relevant printed items.

9. (currently amended) The method of claim 8, wherein ~~returning information~~ the data from [[a]] the at least one of the advertisement data [[set]] sets representing [[an]] the at least one advertisement ~~includes further comprises~~ ~~returning information~~ data representing at least one of:

~~information~~ data for linking to information about [[a]] at least one product represented in ~~one of the at least one advertisements~~ advertisement,

~~information data~~ for displaying information about ~~[[a]]~~ the at least one product represented in ~~one of the at least one advertisements~~ advertisement, or

~~information data~~ directing ~~the~~ a search engine to update advertisement information ~~for~~ associated with the at least one of the relevant printed items.

10. (currently amended) The method of claim 1, further including electronically scanning the printed items and generating scanned printed items, and wherein the ~~stored content~~ data sets ~~representing printed items in the searchable database includes further include data sets representing~~ represent the scanned printed items.

11. (currently amended) The method of claim 10, wherein the scanned printed items ~~are~~ comprise copyrighted printed items, the method ~~and~~ further including:

executing a permission protocol in which the publisher provides authorization over the Internet that permits ~~the~~ a search engine to ~~display present more~~ additional text from said at least one of the relevant ~~publication~~ printed items, the authorization being ~~[[in]] based on response to the search engine providing~~ the electronic ~~path~~ reference for accessing further information for said at least one of the relevant ~~publication~~ printed items.

12. (currently amended) The method of claim 10, wherein the scanned printed items ~~are~~ comprise copyrighted printed items, the method ~~and~~ further including:

executing a permission protocol in which the publisher provides authorization over the Internet that permits a search engine to present additional ~~display more~~ text from

said at least one of the relevant ~~publication~~ printed items, the authorization being in response to a representative of the publisher submitting the search query and, in response the search engine providing the electronic reference for accessing further information for said at least one of the relevant ~~publication~~ printed items.

13. (currently amended) The method of claim 1, further ~~including~~ comprising:

~~creating~~ storing an index of the content data sets in ~~the~~ a searchable database.

14. (currently amended) The method of claim 1, further ~~including~~ comprising:

configuring ~~the~~ each content data set to be displayed ~~display~~ as a replica of the corresponding printed ~~media~~ item.

15. (currently amended) The method of claim 1, further ~~including~~ comprising:

~~creating~~ storing an index of the content data sets in ~~the~~ a searchable database,

~~and~~ wherein the integrated ranked listing ~~returning~~ includes ~~providing~~ a hyperlink ~~for~~ associated with an entry in the index ~~indexed entry with~~ corresponding to another representation of one of the printed items.

16. (currently amended) The method of claim 1, wherein providing ~~[[an]]~~ the electronic ~~path~~ reference for accessing further information includes providing at least one hyperlink that, when acted upon, links said at least one of the relevant printed items to a ~~more~~ complete electronic representation of the relevant printed items.

17. (currently amended) The method of claim 1, wherein providing ~~[[an]]~~ the electronic reference for accessing further information further includes providing at least one hyperlink that, when acted upon, links said at least one of the relevant printed items to an electronic representation of the relevant printed item, ~~the electronic representation of the relevant printed item beginning as a continuation of information returned.~~

18. (currently amended) The method of claim 1, further ~~including~~ comprising:
blocking portions of the relevant printed items that are not authorized for distribution from being presented.

19. (currently amended) The method of claim 1, further comprising:
~~wherein returning includes~~ embedding advertisements ~~with~~ in said at least one characterization of at least one of the relevant printed items.

20. (previously presented) The method of claim 1, wherein the integrated ranked listing includes hyperlinks to respective electronic images of the relevant printed items and relevant web documents.

21. (currently amended) A ~~computer implemented arrangement~~ system including a ~~search engine and a searchable electronic database, the computer implemented arrangement adapted to respond to Internet based search queries,~~ comprising:

means for storing ~~in the searchable database~~ content data sets representing printed items from publications respectively printed by a plurality of respective publishers, each content data set including text from at least one of the printed items[[,]];

~~wherein the means for storing data sets representing printed items includes~~ means for storing advertisement data sets representing advertisements printed with the printed items; ~~and~~

~~means, including the search engine, for responding to~~ for receiving a search query ~~and including;~~

~~means for searching for~~ identifying one or more relevant web pages and one or more content data sets corresponding to one or more relevant printed items, the search being based on the search query ~~and searching the data sets in the electronic database for data sets, the search being based on the search query, thereby identifying relevant web pages and relevant first data sets corresponding to relevant publication items,;~~

means for identifying one or more advertisement data sets representing advertisements printed with the printed items represented by the one or more identified content data sets; ~~and~~

means for returning at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant ~~publication~~ printed items and, for said at least one of the relevant ~~publication~~ printed items, providing an electronic path for accessing further information,

where the at least one characterization of said at least one of the relevant printed items further comprises at least one of: data for linking to information about at least one product represented in the one or more advertisements represented by the one or more

identified advertisement data sets, data for displaying information about the at least one product represented in the one or more advertisements, or data directing a search engine to update advertisement information associated with the at least one of the relevant printed items; and

means for ranking the returned at least one characterization of at least one of the relevant web pages and the at least one characterization of at least one of the relevant ~~publication~~ printed items to generate an integrated ranked listing of relevant characterizations.

22. (currently amended) A ~~computer implemented arrangement including a search engine and a searchable electronic database, the computer implemented arrangement adapted to respond to Internet based search queries~~ system, comprising:

~~a memory bank and a first programmable computer node, the memory bank and the programmable computer node being adapted to store the searchable database as~~ content data sets representing printed items from publications respectively printed by a plurality of respective publishers and advertisement data sets representing advertisements printed with the printed items, where the advertisement data sets are different from the content data sets, and where each content data set including includes text from at least one of the printed items ~~and information representing an advertisement printed with the at least one of the printed items; and~~

a second programmable computer node ~~including the search engine, the second programmable computer node adapted to;~~

~~search for~~ identify relevant web pages and content data sets corresponding to one or more relevant printed items, ~~the search being based on a received search query, thereby identifying relevant Internet web pages and relevant first data sets corresponding to relevant printed items,~~

identify one or more advertisement data sets representing advertisements printed with the one or more relevant printed items, and

~~to~~ return at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant printed items, and[[,]]

for said at least one of the relevant printed items, [[to]] provide ~~the information~~ data corresponding to the identified one or more advertisement data sets representing an advertisement advertisements printed with for said at least one of the relevant printed items.

23. (currently amended) The ~~arrangement~~ system of claim 22, wherein the printed items, that are represented by stored content data sets ~~in the searchable database, are~~ comprise copyrighted printed items.

24. (currently amended) The ~~arrangement~~ system of claim 23, further ~~including~~ comprising:

a third programmable computer node ~~adapted~~ to execute a permission protocol in which the publisher provides authorization to provide additional ~~that permits the search~~

~~engine to display more~~ text from said at least one of the relevant ~~publication~~ printed items.

25. (canceled)

26. (currently amended) The ~~arrangement~~ system of claim 22, wherein the stored advertisement data sets include ~~information for~~ data for linking to information about a product represented in one of the advertisements.

27. (currently amended) The ~~arrangement~~ system of claim 22, wherein the stored advertisement data sets include ~~information~~ data related to presenting for displaying information about a product represented in one of the advertisements.

28. (currently amended) The ~~arrangement~~ system of claim 22, wherein the stored advertisement data sets include ~~information~~ data for directing the ~~search engine~~ second programmable computer node to ~~update~~ obtain new advertisement information for one of the relevant printed items.

29. (canceled)

30. (currently amended) The ~~arrangement~~ system of claim 22, wherein the stored advertisement data sets include information representing at least one of: ~~information~~ data for linking to information about a product represented in one of the advertisements, data

related to presenting information for displaying information about a product represented in one of the advertisements, or ~~information~~ data for directing the ~~search engine~~ second programmable computer node to update advertisement information for one of the relevant printed items.

31. (currently amended) The ~~arrangement~~ system of claim 22, further including means for scanning the printed items and generating scanned printed items, and wherein the stored content data sets ~~representing printed items in the searchable database includes~~ ~~data sets representing~~ represent the scanned printed items.

32. (currently amended) The ~~arrangement~~ system of claim 31, wherein the scanned printed items ~~are~~ comprise copyrighted printed items, and further ~~including~~ comprising:

means for executing a permission protocol in which the publisher provides authorization over the Internet that permits the ~~search engine~~ second programmable computer node to ~~display more~~ present additional text from said at least one of the relevant ~~publication~~ printed items, the authorization being in response to the ~~search engine~~ second programmable computer node providing ~~the~~ an electronic path for accessing further information for said at least one of the relevant ~~publication~~ printed items.

33. (currently amended) The ~~arrangement~~ system of claim 31, wherein the scanned printed items ~~are~~ comprise copyrighted printed items, and further ~~including~~ comprising:

means for executing a permission protocol in which the publisher provides authorization over the Internet that permits the ~~search-engine~~ second programmable computer node to ~~display more~~ present additional text from said at least one of the relevant ~~publication~~ printed items, the authorization being in response to a representative of the publisher submitting the search query and, in response the ~~search-engine~~ second programmable computer node providing the electronic path for accessing further information for said at least one of the relevant ~~publication~~ printed items.

34. (currently amended) The ~~arrangement~~ system of claim 22, further ~~including~~ comprising:

means for ~~creating~~ storing an index of the content data sets and the advertisement data sets in ~~the~~ a searchable database.

35. (currently amended) The ~~arrangement~~ system of claim 22, further ~~including~~ comprising:

means for configuring ~~the~~ each content data set ~~for display~~ to be displayed as a replica of the corresponding printed ~~media~~ item.

36. (currently amended) The ~~arrangement~~ system of claim 22, further ~~including~~ comprising:

means for ~~creating~~ storing an index of the content data sets in ~~the~~ a searchable database and wherein the at least one characterization of at least one of the relevant printed items includes a hyperlink ~~is returned for~~ associated with an indexed entry ~~entry~~

in the index for linking corresponding to another a different representation of one of the printed items.

37. (currently amended) The ~~arrangement~~ system of claim 22, wherein the second programmable computer node is configured to provide an electronic path for accessing further information relating to the at least one relevant printed item, and where the electronic path for accessing further information includes at least one hyperlink that, when acted upon, links said at least one of the relevant ~~publication~~ printed items to a ~~more~~ complete electronic representation of the relevant printed items.

38. (canceled).

39. (currently amended) The ~~arrangement~~ system of claim 22, further including means for blocking a ~~display~~ presentation of portions of the at least one of the relevant printed items that are not authorized for distribution.

40. (currently amended) The ~~arrangement~~ system of claim 22, wherein the second programmable computer node is further configured to include an embedded advertisements ~~is returned with~~ in said at least one characterization of at least one of the relevant printed items.

41-42. (canceled)

43. (currently amended) ~~An arrangement for maintaining an electronic database that is searchable via a search engine in response to Internet-based search queries, the arrangement~~ A device, comprising:

~~means for storing in the searchable database~~ content data sets representing printed items from publications respectively printed by a plurality of respective publishers, each content data set including text from at least one of the printed items[[,]];

~~means for storing advertisement data sets representing wherein the data sets representing printed items include~~ advertisements related to the printed items, the advertisement data sets ~~advertisements~~ including information data for linking to information about a products corresponding to ~~the advertisements~~ product;

~~with each stored content data set representing printed items from publications,~~
means for recording, for each content data set, whether the respective publisher has authorized display of the printed item;

means, responsive to a search query, for identifying one or more relevant web documents and one or more content data sets corresponding to one or more relevant printed items based on the search query ~~and including the search engine, for searching for web pages, the search being based on the search query and searching the data sets in the electronic database for data sets, the search being based on the search query, thereby identifying relevant Internet web pages and relevant data sets corresponding to relevant publication items;~~

means for returning at least one characterization of at least one of the relevant web pages and at least one characterization of at least one of the relevant ~~publication~~ printed items and, for said at least one of the relevant ~~publication~~ printed items for which

the respective publisher has authorized display, providing an electronic path for accessing a copyrighted version ~~thereof~~ of the printed item,

wherein the means for returning at least one characterization of the relevant ~~publication~~ printed items includes returning information from an advertisement for said at least one of the relevant printed items from the advertisement data sets corresponding to the relevant printed items.

44-46. (canceled)

47. (currently amended) A ~~machine~~ computing device-implemented method ~~for searching one or more searchable electronic databases~~, comprising:

storing content data sets representing publication items ~~respectively~~ produced by a plurality of ~~respective~~ publishers,

~~wherein storing data sets representing publication items includes storing~~
advertisement data sets representing advertisements printed with the ~~printed~~ publication items, where the advertisement data is linked to the content data;

responsive to a search query, identifying one or more relevant web-accessible documents and one or more content data sets corresponding to one or more relevant publication items based on the search query ~~electronically searching for web-accessible documents, the search being based on the search query and searching the data sets in the electronic database for data sets, the search being based on the search query, thereby identifying web-accessible documents and relevant data sets representing publication items~~;

identifying one or more advertisement data sets representing advertisements
printed with the relevant publication items;
receiving a ranking the identified web-accessible documents and the relevant ~~data~~
~~sets representing~~ publication items; and
returning as search results a ~~ranked~~ listing based on the ranking,
where the listing includes including: at least one characterization of at least one of
the relevant web-accessible documents, ~~or~~ at least one characterization of at least one of
the relevant publication items, and for said at least one of the relevant publication items,
an electronic path for accessing further information, and information from the one or
more advertisements for said at least one of the relevant publication items from the
advertisement data sets corresponding to the relevant printed items.

48. (currently amended) The ~~machine~~ computing device-implemented method of claim
47, wherein the electronic path includes a path for accessing data made available
according to a permission protocol.

49. (currently amended) The ~~machine~~ computing device-implemented method of claim
47, wherein the electronic path provides access to further information made available by
a publisher of the further information.

50. (canceled)